



## Private Photography Guidelines & Application

### Requirements for Private Photographer Credentials

- *Must have an established business with Tax ID.*
  - *Must provide \$500,000 insurance policy naming 100X Shows, LLC, and the show venue as additional insured.*
  - *Private photographers and freelance photographers for hire are subject to the following fees:*
    - *Cowtown Classic: \$1,000*
    - *European Classic: \$1,000*
    - *Brazos Slide: \$750*
    - *Reining Classic: \$1,000*
- \*\*All Four Shows Package: \$3500\*\***
- *Private photographer credentials will be granted to photographers/media managers of trainers, stallions, businesses, etc. They will not be granted to photographers shooting for non-business enterprises or individuals.*
  - *All photographs or videos/reels must be posted to the client's business page (or personal page only if that is the primary one used for business promotion).*
    - *All photographs posted **must include** the photographer's watermark in a visible location.*
    - *Short video clips for reels can be used and posted. No more than 15 seconds of continuous run are allowed.*

Social media photographers and videographers can shoot whichever riders they wish in connection to their client. Posted photos must have the photographer's watermark. Collaboration between clients, photographers and 100X Shows on social platforms is encouraged.

### Use of photos:

- Photos taken may be used for graphics (stall front images/enlarged photos/etc.) created for and used by the client.
- Photos may be used for editorial content by publications both digital and in print.
- In-Arena Action Photos may **not** be used in print publication advertising.
  - Reaction photos, for example, a fist pump after a high score, **can** be used in print advertising.

By being granted the privilege of taking photos at 100X Shows, I agree that any social media posts I make will portray 100X Shows and the sport of reining positively. I also agree to abide by the guidelines listed within this document. I understand that if I do not do so, I will lose the privilege of taking photographs at this and future 100X Shows-produced events.

[>> FILL OUT APPLICATION HERE <<](#)